

BLISSETT BOOKBINDERS GRANTED ROYAL WARRANT TO HER MAJESTY THE QUEEN

Submitted by: Blissett Bookbinders

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There can't be many small businesses that have grown their profits, taken on more staff and invested heavily in technology during the last three cost-conscious years. Fourth generation family firm, Blissett Bookbinders, <http://www.blissetts.com> has succeeded by tapping into new markets with products such as the photobook – <http://www.blissettphotobooks.com> - now a runaway success story. Gary Blissett puts this success down to the family trait of being forward-looking, whilst maintaining uncompromising quality, good value and service excellence; a theory that was proved a few weeks ago when they became one of just 850 select companies in the UK that hold a Royal Warrant.

Like all businesses, the firm has been through tough times since Frederick Blissett founded it back in 1920. His death in 1934 left his wife Mary in charge of a small, but very traditional bookbinding business – unheard of for a women back then. As a result, the firm was spurned by many of its loyal librarian customers. "A women will never succeed in this industry"!

World War II exacerbated her problems but Mary grew the business and had increased its reputation for quality and value when her sons, Frank and Fred, returned at the end of the war.

Businesses that don't keep pace with change rarely survive for long. It is the third and fourth generation – Gary and Chris Blissett – who are seeing the greatest transformations in the market and in technology. Like their forebears, Gary and Chris have moved with the times. The introduction of the photobook is their biggest and most successful area of diversification taking them beyond the business-to-business arena to answer a consumer need.

The photobook was a natural progression for Blissett's. As the album of the digital age, it has become hugely successful. People produce them as keepsakes of a special event like a wedding, to capture the story of a child's development, to keep a record of their hobby or to preserve the memory of an amazing holiday.

"People have stacks of pictures on their computers and phones that they never share and enjoy," says Gary "Worse still, they fail to back them up and often lose them altogether. What better gift can anyone give than a photobook or calendar full of happy memories?"

"We chose software that is flexible and easy for customers to use," explains Chris. "The combination of our state-of-the-art digital print expertise with years of high quality bookbinding experience, gives our customers the very best photobook or calendar at a very affordable price."

So in 2011, over 90 years after Frederick opened his small bindery in Acton, the hallmarks of quality and value persist. And whether you are getting a medieval bible restored or creating a wedding photobook, you are guaranteed the same excellent service as the Royal Family.

For more information on all our services, photobooks, fine bindings and more, then contact Chris Blissett.

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Notes for editors:

About Blissett Bookbinders

Family firm, Blissett Bookbinders, combines high quality traditional bookbinding skills with state-of-the-art printing. This enables the firm to offer:

- bookbinding for libraries, the trade, private individuals and for conservation purposes
- photobooks and calendars that are popular with individuals and educational institutions
- digital printing for businesses
- a thesis binding service

They were granted the Royal Warrant at the end of 2010.

More information:

<http://www.blissetts.com>

<http://www.blissettphotobooks.com>

<http://blissettdigital.co.uk>

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